

Proposed

STATE OF CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION <b>POSITION ESSENTIAL FUNCTIONS DUTIES STATEMENT</b> PO-199 (06/16)		Working Title of Position Public Information Officer	
		Division and/or Subdivision Sonoma Lake Napa Unit	
INSTRUCTIONS: The Director is required by Government Code Section 19818.12 to report (or to record) "...material changes in the duties of any position in his or her jurisdiction". The Position Essential Functions Duties Statement is used for this purpose. Enter identifying information and effective date at the right. Enter brief description of each of the important duties and responsibilities of the position below. Group related duties in numbered paragraphs and indicate the percentage of total time occupied. Indicate the "essential functions" of the position by placing an asterisk (*) in front of those individual duties you determine to be essential to the job. Discuss the duties with the employee assigned to the position. Both the employee and supervisor sign the document where indicated. The supervisor retains the original document and provides a copy to the employee.		Location of Headquarters St. Helena	
		Class Title of Position Information Officer I (Specialist)	
		Position Number 541-114-5601- <u>502</u>	
		Effective Date	
Percentage of Time Required	Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.		
30%	Under the direction of the PreFire Engineer Fire Captain the specific duties and responsibilities of the Public Information Officer include but are not limited to:  *Act as a media spokesperson. *Provide personnel for print and broadcast media interviews. *Create working relationship with members of the media and pro-actively represent and promote the Sonoma-Lake-Napa Unit during fire prevention efforts, emergency incidents, training activities, etc. through press releases, multiple social media venues (Twitter, Facebook, Instagram, YouTube etc,) website and field interviews. *Respond to media requests providing information and statistics.		
30%	*Coordinate efforts to plan for and disseminate public education messages, events, and programs to the media. *Works with/coordinates with Sacramento PIO and the Unit Chief, Duty Chief and Unit Management on sensitive topics. *Develop and implement public information messaging based on the season (winter/summer) and climate change conditions. *Anticipate climate change related Issues and events to find methods and venues to Inform the public. *Provide general and technical fire prevention/public education information to the public, other state agencies, federal agencies, and local government in written and oral format. *Assist Unit executive staff on long and short-term region promotional needs, prepare goals, and propose solutions to urgent information needs driven by events that impact the department and public safety. *Work with local public safety partners on public information dissemination.		
20%	*On Unit incidents coordinate the release of accurate incident information with IC and Unit Duty Chief and/or Unit Chief or designee, Unit PIO's, cooperators and new media contacts. *Provide public information during incidents as needed. *On extended attack or major incidents activate and manage the Unit public information call center and/or joint information centers, and work with or coordinate with the ICT PIO. Recruit, train, and coordinate Unit Public Information Officers and call takers.  *These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.		
<b>Equal Employment Opportunity (EEO) Statement:</b> All CAL FIRE employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work related activities, and anytime they represent the department. Additionally, all CAL FIRE employees are responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation.			
Job qualifications and/or conditions of employment:			
"We have discussed this document in its entirety and understand the duties of this position."			
Employee Signature _____ Personnel use only		Date _____ <input type="checkbox"/> Posted to Directory	
		Supervisor Signature _____ Date _____ Initials and date	

STATE OF CALIFORNIA  
DEPARTMENT OF FORESTRY AND FIRE PROTECTION  
**POSITION ESSENTIAL FUNCTIONS DUTIES STATEMENT**  
PO-199 (06/16) - **PAGE 2**

Working Title of Position

Percentage of Time  
Required

Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.

10%

Attend meetings and training related to fire and life safety including Public Information Officer meetings and related conferences/workshops. Attends "in-person" and "virtual" public events and fairs. Conducts research to ensure the Department/Schedule A and cooperative message is accurate, vetted, and consistent for the venue.

5%

Assist PreFire Division staff with their programs and responsibilities, when asked or where possible, including fire prevention education, Unit Fire Plan, GIS, defensible space, damage inspection, and fuel reduction project planning and execution. Works with Unit's FPSII.

5%

Other Duties as required

\*These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.

**Equal Employment Opportunity (EEO) Statement:** All CAL FIRE employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work related activities, and anytime they represent the department. Additionally, all CAL FIRE employees are responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation.

Job qualifications and/or conditions of employment:

"We have discussed this document in its entirety and understand the duties of this position."

Employee Signature  
Personnel use only

Date

☐ Posted to Directory

Supervisor Signature

Date

Initials and Date